

Listing of Claims:

This listing of claims reflects all claim amendments and replaces all prior versions, and listings, of claims in the application. Material to be inserted is in **bold and underline**, and material to be deleted is in ~~strikeout~~ or (if the deletion is of five or fewer consecutive characters or would be difficult to see) in double brackets []].

1. (presently amended) A strategic business method for financial institutions, comprising:

establishing a strategic metric **that includes both a price strategy and a value strategy**;

setting measurable goals using the established strategic metric;

communicating the goals effectively; and

measuring and reporting progress in reaching the goals.

2. (presently amended) A strategic business tool for financial institutions, comprising:

structure for establishing a strategic metric **includes both a price strategy and a value strategy**;

structure for setting measurable goals using the established strategic metric;

structure for communicating the goals effectively; and

structure for measuring and reporting progress in reaching the goals.